

## **PRESS RELEASE**

### **Cleo Unlocks the Future of Supply Chain Execution with Latest Cloud-Based B2B Integration Platform Extension**

*Cleo Integration Cloud (CIC) for Logistics and Transportation brings efficiency, optimization, and resilience to supply chain execution processes*

**ROCKFORD, Ill., FEBRUARY 5<sup>th</sup>, 2023** – [Cleo](#), the pioneer and global leader of the Ecosystem Integration software category and provider of the [Cleo Integration Cloud \(CIC\)](#) platform, today announced CIC for Logistics and Transportation, a solution designed to bring efficiency, optimization, and resilience to supply chain execution.

CIC for Logistics and Transportation is designed to support organizations with executing priorities ranging from tactical projects to strategic programs. Business priorities change depending on the market environment or pressures of changing industry landscapes, and the capabilities offered in CIC empower supply chain leaders to naturally pivot to and from different supply chain initiatives without interrupting their business operations.

Among its many customers, Cleo counts Verst Logistics, Century Supply Chain Solutions, Genpro Inc., R2 Logistics, Burris Logistics, USA Truck, CTSI-Global, and over 400 others participating in the Logistics and Transportation industry. Organizations like these are continually evolving their integration approach to encompass new use cases, launch new data-centric services, and optimize their supply chain operations, and CIC sits at the center of their digital foundation to power their growth.

Given the constant ebbs and flows in business activity experienced by most every player in the Logistics and Transportation industry, CIC brings a variety of ways to outsmart disruption while also benefiting the company's bottom line. These include:

#### **1) Accelerating Growth and Scaling the Business**

CIC helps capture more revenue to support aggressive growth goals:

- Onboard shippers, carriers, and customers in hours or days instead of weeks.
- Increase agility by meeting any customer requirement or mandate through a robust any-to-any integration framework supporting any connectivity protocol and any file type.
- Elevate the scale of operations with support for up to 8,000 B2B transactions per minute.

*“Cleo is the hub of how we move data in and out of our supply chain optimization platform VIZIV. Cleo’s any-to-any B2B integration, wide protocol support, fast onboarding, and data visibility provide true differentiation for our business that helps us expand and scale our business while still delivering on our supply chain commitments to our customers.” – Jim McCullen, CIO, Century Supply Chain Solutions*

## **2) Gaining Operational Efficiency and Control**

CIC eliminates manual tasks to reduce skillset gaps or disjointed supply chain operations:

- Automate API integrations and seamlessly route EDI transactions across any back-office application (TMS, ERP, WMS, CRM, or others).
- Reduce lost revenue caused by transaction errors by automating business flows to eliminate manual keying and data entry processes.

*“Genpro’s strategic decision to migrate to Cleo Integration Cloud marks another milestone in our journey of technological excellence,” said Juliette Samson, CIO of Genpro. “It reflects our commitment to adopting solutions that not only meet our current needs but also position us well for future advancements.” – Juliette Samson, CIO, Genpro*

## **3) Enhancing Customer Experience and Relationships**

CIC enables companies to never miss another supply chain commitment by way of its real-time visibility and 24/7 monitoring:

- Empower business and customer service personnel with hands-on access to real-time information for every transaction (no more IT tickets to track a load).
- Troubleshoot and resolve integration or transaction errors in real-time – before they can negatively impact the business.
- Receive alerts before commitments or Service Level Agreements (SLAs) are missed (for Load Tender Responses, ASNs, invoices etc.).
- Utilize Cleo’s [Transaction Monitoring and Management \(TM&M\)](#) service for 24/7 oversight of every B2B transaction and proactive reprocessing of transactions when issues occur.

*“Cleo is a critical part of our supply chain operations. Customers need to know where their freight is at all times. We rely on Cleo Integration Cloud to share real-time updates throughout our digital ecosystem – from our visibility partners, to our TMS, and our customers – so everyone involved knows exactly where a shipment is every step of the way.” – Robyn Hyra, VP of Technology, R2 Logistics*

#### 4) Increasing Organizational Agility

Cleo is the only provider that gives you the choice of business model that fits your business strategy:

- Choose between self-service execution of supply chain integrations, utilize Cleo's Managed Services Team, or adopt a blended model customized to your needs.
- Bring agility to your operations by enabling internal resources to focus on other in-house projects or strategic initiatives.

"Cleo's category-leading innovation is the driving force behind CIC for Logistics and Transportation, and this newly enhanced solution ensures our customers can meet whatever business commitments they have – be it strict SLAs, revenue growth, or hard onboarding deadlines – by streamlining supply chain execution," said [Mahesh Rajasekharan](#), Cleo President and CEO. "By combining our platform, network, and services offerings, Cleo is empowering customers to thrive regardless of organizational maturity or external market conditions. Because CIC is the only solution that adapts and scales to meet current and future market needs."

#### To Learn More:

- Webinar:
  - Organizations interested in seeing a demo of Cleo Integration Cloud may register for an upcoming webinar [here](#).
- Manifest 2024:
  - Cleo will also be exhibiting in Booth #1503 at Manifest in Las Vegas from February 5<sup>th</sup> – 7<sup>th</sup>, 2024 and those interested can request a meeting [here](#).

#### About Cleo Integration Cloud

[Cleo Integration Cloud](#) (CIC) is a cloud-based integration platform, purpose-built to design, build, operate, and optimize critical ecosystem integration processes. The CIC platform brings end-to-end integration visibility across API, MFT, EDI, and non-EDI integrations, giving technical and business users the confidence to rapidly onboard trading partners, enable integration between applications, and accelerate revenue-generating business processes. On the platform, businesses have the choice of self-service, managed services, or a blended approach – ensuring complete flexibility and control over their B2B integration strategy.

#### About Cleo

Cleo is an ecosystem integration software company focused on business outcomes, ensuring each customer's potential is realized by delivering solutions that make it easy to discover and create value through the movement and integration of B2B enterprise data. Cleo gives customers strategic, "outside-in" visibility into the critical end-to-end business flows happening across their ecosystems of partners and customers, marketplaces, and internal cloud and on-premise applications. Our solutions empower teams to drive business agility, accelerate

onboarding, facilitate the modernization of key business processes, and capture new revenue streams by reimagining and remastering their digital ecosystem through robust application, B2B, and data integration technologies. For more information, visit [www.cleo.com](http://www.cleo.com) or call +1.815.282.7695.

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**Media Contact**

10Fold Communications on behalf of Cleo  
[cleo@10fold.com](mailto:cleo@10fold.com)